

Rep Order# 7904768  
EC'd Yes

Ver# 5 Mod# 1 Status Confirmed

Traffic Order# 24970

Printed: 09/20/2012 10:35 AM  
Last Received: 09/19/2012 7:56 AM

1 of 3

Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY  
Advertiser ( ) LOVE, MIA  
Product LOVE/CD4/R  
Estimate# 919920  
Buyer Patricia Dome  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING ST, SUITE 400  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E LOVE/ORDR/919920  
Flight Dates 09/19/2012 - 09/20/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JAMIE ANDRUS  
Salesperson Phone# 202-872-1155  
Salesperson FAX#

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	W	NEWS @ NOON	12P-1P	:30	09/19-09/19	0	\$85.00	0
Rating: 2.1								
2	TH	NEWS @ NOON	12P-1P	:30	09/20-09/20	0	\$85.00	0
Rating: 2.1								
3	W	NEWS @ NOON	12P-1P	:30	09/19-09/19	1	\$225.00	1
Rating: 2.1								
4	W	DR PHIL	3P-4P	:30	09/19-09/19	1	\$175.00	1
Rating: 1.1								
5	TH	DR PHIL	3P-4P	:30	09/20-09/20	1	\$175.00	1
Rating: 1.1								
6	W	KATIE	4P-5P	:30	09/19-09/19	1	\$90.00	1
Rating: 2.0								
7	TH	KATIE	4P-5P	:30	09/20-09/20	0	\$90.00	0
Rating: 2.0								
8	W	KSL NEWS	6A-7A	:30	09/19-09/19	1	\$400.00	1
Rating: 2.2								
9	TH	KSL NEWS	6A-7A	:30	09/20-09/20	1	\$400.00	1
Rating: 2.2								

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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
10	W	NEWS @ 5P	5P-530P	:30	09/19-09/19	1	\$625.00	1
Rating: 3.6								
11	W	NEWS @ 6P	6P-630P	:30	09/19-09/19	1	\$675.00	1
Rating: 4.2								
12	TH	NEWS @ 6P	6P-630P	:30	09/20-09/20	1	\$675.00	1
Rating: 4.2								
13	TH	KSL 5 NWS-6:30	630P-7P	:30	09/20-09/20	1	\$575.00	1
Rating: 3.7								
14	W	TONIGHT SHOW	1035P-1135P	:30	09/19-09/19	1	\$800.00	1
Rating: 4.2								
15	TH	TONIGHT SHOW	1035P-1135P	:30	09/20-09/20	1	\$800.00	1
Rating: 4.2								
16	TH	10 P NEWS	10P-1035P	:30	09/20-09/20	0	\$900.00	0
Rating: 7.3								
17	W-TH	TODAY SHOW	9A-10A	:30	09/19-09/20	2	\$220.00	2
		Buyline Comment: 1/DAY						
18	W-TH	RACHAEL RAY	10A-11A	:30	09/19-09/20	2	\$220.00	2
		Buyline Comment: 1/DAY						
19	TH	FALLON	1137P-1236A	:30	09/20-09/20	1	\$260.00	1
20	TH	NEWS	5A-6A	:30	09/20-09/20	1	\$20.00	1

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---REPORT TOTALS---

Report Totals: 18 / \$6,775.00

---SALES MONTHLY TOTALS---

Sep 12: 18 / \$6,775.00  
 Sales Totals: 18 / \$6,775.00  
 Station Totals: 18 / \$6,775.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$33,875	CABL 0%	KJZZ 0%	KSL 20%	KSTU 0%	KTVX 0%
		KUCW 0%	KUTV 0%	NSL 0%	UNKN 80%	

Books null  
 Demos RA35+